

IOWA DEPARTMENT OF CULTURAL AFFAIRS – STRATEGIC PLAN 2008-2011

Department of Cultural Affairs Vision Statement

Iowa will be distinguished as a national leader in culture with support for an environment that allows the arts and history to thrive.

Department of Cultural Affairs Mission Statement

The Iowa Department of Cultural Affairs provides leadership and direction to the Iowa Arts Council, the State Historical Society of Iowa and their constituents. The department shall encourage collaborative partnerships between the cultural organizations for the benefit of all Iowans.

Department of Cultural Affairs Guiding Principles

Iowa is a place where cultural diversity is recognized understood and appreciated. Departmental initiatives will be managed according to the principles of accountability, which include database decisions, results-orientation, continuous improvement, constituent participation, customer focus, long-range thinking and collaborative leadership.

Department of Cultural Affairs Core Values

Each DCA employee understands and is committed to adhering to these core values:

- Excellent Communication
- Professional Standards
- Personal Integrity
- Respect
- Responsibility
- Public Service
- Innovation and Creativity
- Passion, Energy, Fun

Department of Cultural Affairs Department-Wide Goals and Strategies

- Goal 1. Increase public appreciation of arts, history and culture in Iowa
- Strategy 1.a. Improve public private partnerships for arts, history and culture activities in state
- Strategy 1.b. Encourage regional collaboration among local arts, history and cultural organizations
- Goal 2. Enhance the ability of communities, cultural workers and cultural organizations to produce a sustainable and creative economy in Iowa.

- Strategy 2.a. Through the Great Places initiative, coordinate assistance from multiple state agencies to sustain and enrich quality of life activities in Iowa communities.
- Strategy 2.b. Develop technical assistance and training services for certified Cultural and Entertainment Districts.
- Strategy 2.c. Enhance sustainability and long-term stability of cultural organizations in Iowa through use of Iowa Cultural Trust resources.

Measures:

1. Number of community development services provided Iowa Great Places and Cultural and Entertainment District programs.
2. Number of on-line visitors to DCA web sites.
3. Number of cultural, historical and arts events occurring in Iowa's cultural regions.
4. Number of cultural organizations receiving support through distribution of Iowa Cultural Trust resources.

State Historical Society of Iowa Vision

To help Iowans comprehend who they are and what they can become, the State Historical Society of Iowa serves as a trustee of Iowa's historical legacy and an advocate for understanding Iowa's past.

State Historical Society of Iowa Mission

The State Historical Society of Iowa has a dual mission of preservation and education.

- As a trustee of Iowa's historical legacy, SHSI identifies, records, collects, preserves, manages, and provides access to Iowa's historical resources.
- As an advocate of understanding Iowa's past, SHSI educates Iowans of all ages, conducts and stimulates research, disseminates information, and encourages and supports historical preservation and education efforts of others throughout the state.

State Historical Society of Iowa Purpose

We connect generation to generation – past, present and future

State Historical Society of Iowa Goals

- Goal 1. Connect Iowans with their heritage – where they want it, when they want it and how they want it.
- Strategy 1.a. Re-design the State Historical Society of Iowa's web site: www.iowahistory.org
 - Strategy 1.b. Provide on-line access to State Historical Society of Iowa resources, programs and service.
- Goal 2. Enable Iowans of all ages and in all locations to learn the relevance and importance of Iowa's history.
- Strategy 2.a. Develop exciting, innovative, interactive exhibitions to be offered at the State Historical Building, State Historic Sites and through traveling exhibits.
 - Strategy 2.b. Provide educational programming and publications to augment State Historical Society of Iowa museum exhibitions and to correlate to State Historical Society of Iowa collections.
- Goal 3. Maintain all SHSI collections in professionally appropriate conditions
- Strategy 3.a. Increase the ability and capacity to store historical collections held in trust for the public.
 - Strategy 3.b. Enhance staff capabilities for care of collections through professional staff development opportunities.
 - Strategy 3.c. Expand provision of technical assistance to colleagues throughout the state.
 - Strategy 3.d. Continue to develop State Historical Society of Iowa collections to assure thorough documentation of Iowa's historical resources.

Measures:

1. Number of days required to provide initial determination and response to constituents applying for historic tax credits.
2. Number of people benefiting from educational programming through museum education, museum theatre, special tours, historic site programming, and various workshops and events
3. Visitor numbers at Iowa Historical Museum, Historical Libraries, Historic Sites, and State Archives
4. Level of return on the state's investment of dollars into Historic Resource Development Project grants, Historic Sites Preservation grants, and Certified Local Government grants

Iowa Arts Council Vision Statement

The vision of the Iowa Arts Council is that Iowans recognize the arts are essential to their quality of life.

Iowa Arts Council Mission Statement

The mission of the Iowa Arts Council is to enrich the quality of life for Iowans through support of the arts.

Iowa Arts Council Goals & Strategies

- Goal 1. There is a high level of visibility statewide for the contribution of Iowa artists and arts organizations make to Iowa's quality of life.
 - Strategy 1.a. Broadly promote Iowa arts and artists through a public promotional campaign
 - Strategy 1.b. Boost the marketing abilities and resources of Iowa artists and arts organizations
 - Strategy 1.c. Establish a data collection process to identify and track cultural workers and other entities that contribute to the creative economy in Iowa

- Goal 2. Excellent Iowa artists are recognized and supported.
 - Strategy 2.a. Plan and implement a means to provide financial support to emerging, mid-career, and established Iowa artists
 - Strategy 2.b. Offer resources for artist professional development in entrepreneurial skills, collaboration, grant writing, and discipline-specific topics

- Goal 3. Iowa's arts organizations are viable and important contributors to high quality of life in their communities and regions
 - Strategy 3.a. Help arts organizations build sustainability and provide enhanced value to their communities and regions
 - Strategy 3.b. Increase access to the arts by helping arts organizations build new relationships and reach out to new audiences

- Goal 4. Iowans have access to excellent lifelong opportunities for education in and through the arts
 - Strategy 4.a. Collaborate with the Department of Education, Iowa Alliance for Arts in Education, and other statewide entities to promote the importance of arts education in the PreK-12 school system
 - Strategy 4.b. Support and share innovative educational practices in and through the arts in Iowa schools and communities

Measures:

1. Number of people impacted by arts projects funded by the Iowa Arts Council

2. Level of return on the state's investment of dollars into IAC Mini and Major Grant programs
3. Number of cultural workers receiving professional development through IAC workshops, forums, and conferences
4. Number of Iowa arts-related organizations and employees reported by Americans for the Arts in its annual *Creative Industries Report*
5. Number of artists listed on the IAC's Iowa Artist Directory, Performing Artists Roster, Teaching Artists Roster, Folk & Traditional Arts Roster, and any other artist rosters or directories